



UNIVERSITY OF  
SOUTH DAKOTA

# FY2012 HSP and 2011 DPS Driver Survey

Dr. Shane Nordyke  
Government Research Bureau

# FY2012 South Dakota Highway Safety Plan

## HSP Core Outcome Measures for 2009, 2010

C1 – Number of traffic fatalities: 131, **140**

C2 – Number of serious injuries in traffic crashes: 842, **844**

C3 – Fatalities per vehicle mile traveled: 1.50, **1.58**

C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions: 79, **67**

C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above: 47, **31**

C6 – Number of speeding-related fatalities: 39, **33**

C7 – Number of motorcyclist fatalities: 16, **27**

C8 – Number of unhelmeted motorcyclist fatalities: 14, **19**

C9 – Number of drivers age 20 or younger involved in fatal crashes: 20, **22**

C10 – Number of pedestrian fatalities: 4, **9**

# C1 Number of Fatalities from Traffic Crashes

## Key Observations

- A total of 140 traffic crash fatalities were recorded in South Dakota in 2010, up approximately 6.9% from the previous year
- The vast majority (93.5%) of traffic crash fatalities in South Dakota in 2010, were motorists, as opposed to pedestrians.

Table 1. Annual Traffic Crash Fatalities: 2006-2010

	Fatalities	% Change
2006	191	-
2007	146	-23.6%
2008	121	-17.1%
2009	131	+8.3%
2010	140	+6.9%

Figure 1. 2006-2010 Fatalities: Three-Year Averages

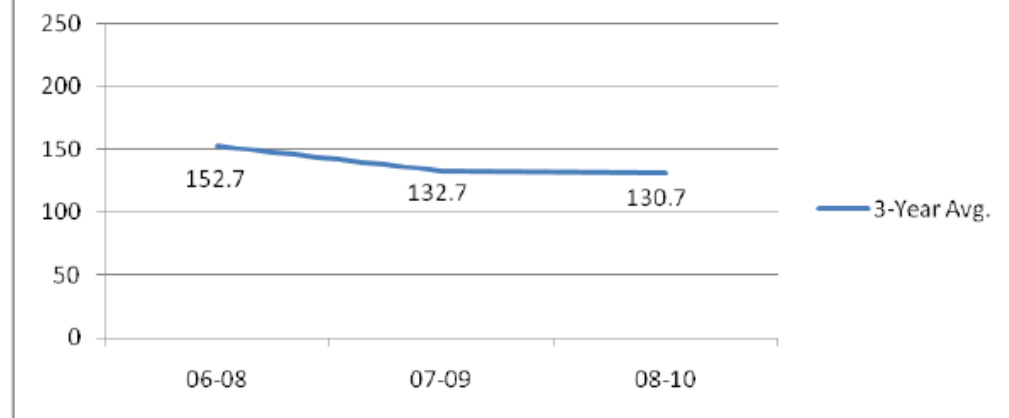
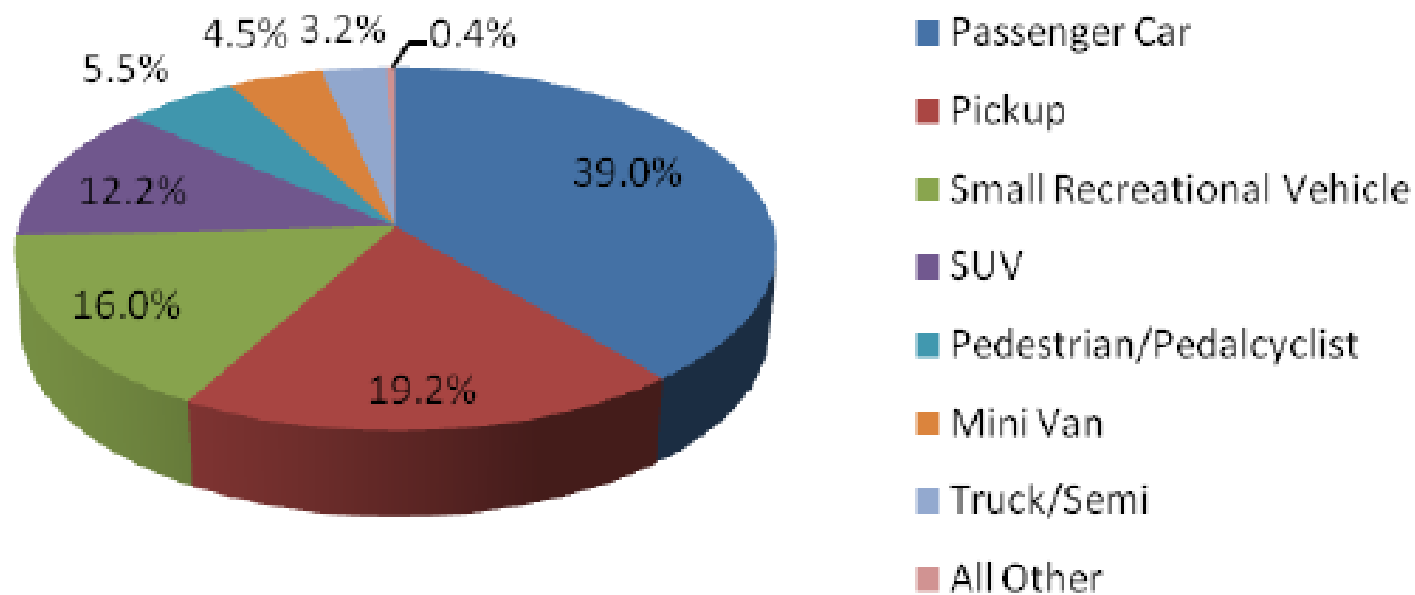


Figure 2. Fatalities by Unit Type: 2006-2010



## C2 Number of Serious Injuries from Traffic Crashes

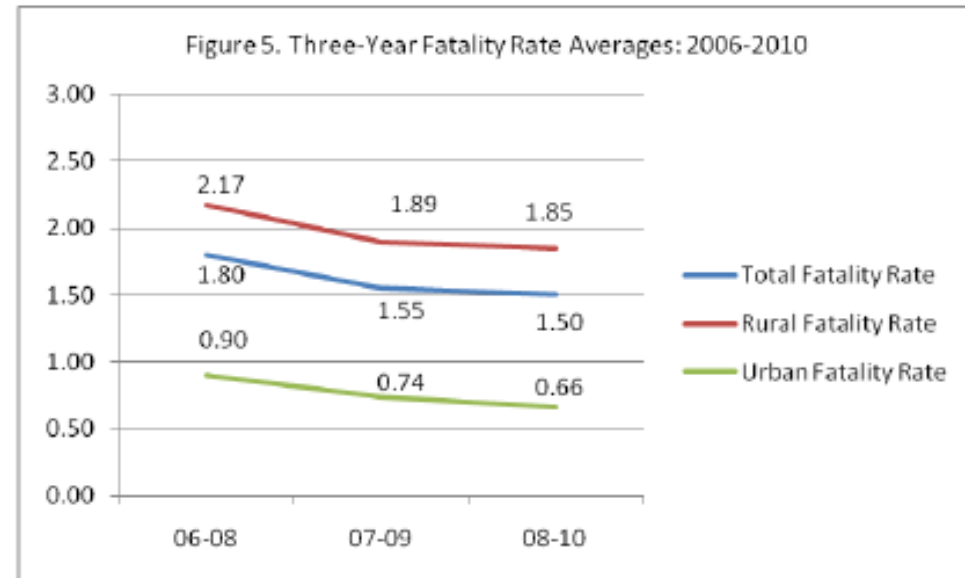
### Key Observations

- 5,791 non-fatal traffic crash injuries were sustained in 2010, 844 of which were serious or incapacitating.
- The number of serious injuries recorded in 2010 represents a .2% increase from the analogous 2009 total, and further is 17.9% lower than the baseline 2006 figure.

# C3 Fatalities Per Vehicle Miles Travelled

## Key Observations

- Overall fatality rate figures are heavily influenced by traffic crashes occurring on rural roadways.
- The 2010 statewide fatality rate of 1.58 represents a 5.4% increase from that of 2009 (1.50). Although higher than in 2008, this figure amounts to an overall improvement of 34.5% since 2006.
- Considered separately, the state's rural fatality rate of 1.95 represents a 7.5% increase from 2009, while the urban rate of 0.64 entails an 10.8% year-to-year decrease.



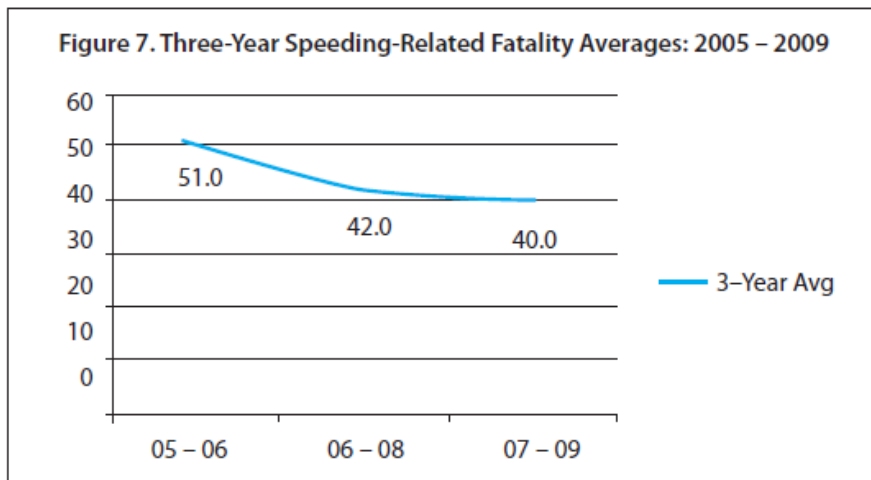
## C4: Number of Unrestrained Passenger Vehicle Occupant Fatalities

### Key Observations

- A total of 67 unrestrained passenger vehicle occupants were killed in traffic crashes in 2010, a decline of 12.7% from 2009.
- In 2010, 56.4% of unrestrained passenger vehicle occupants involved in a traffic crash sustained an injury, fatal or otherwise. By contrast, only 20.7% of restrained occupants suffered an injury or fatality.
- 75.6% of all unrestrained driver fatalities in 2010 were sustained by males.
- Of all passenger vehicle occupants involved in a traffic crash who were not ejected from the vehicle as a result of the crash, 82% wore a seatbelt and/or shoulder harness; of those who were completely ejected from the vehicle, none wore a seatbelt and/or shoulder harness.

## C5: Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with BAC of .08 or Above

### Key Observations



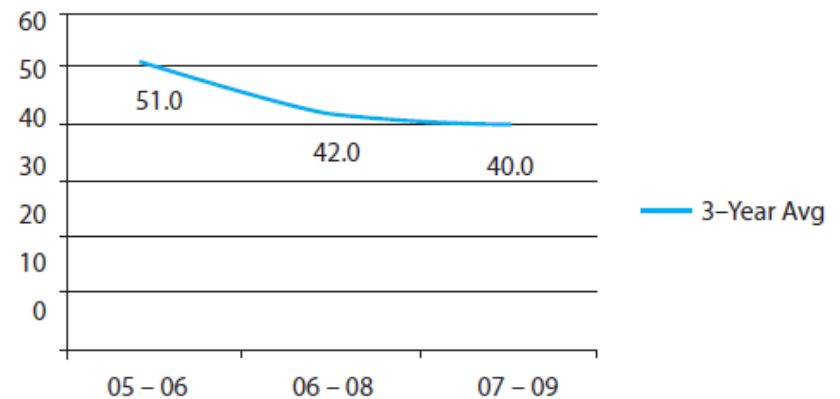
- The total number of crashes involving at least one driver or motorcycle operator with a BAC of .08 or above was 5.9% lower in 2010 than in 2009; the number of fatalities arising from such crashes decreased by 38%.
- In 2010, only 48.5% of fatalities in this traffic crash category were sustained by intoxicated drivers themselves, leaving 51.5% of fatalities to be incurred by non-intoxicated drivers.

## C6: Number of Speeding-Related Fatalities

### Key Observations

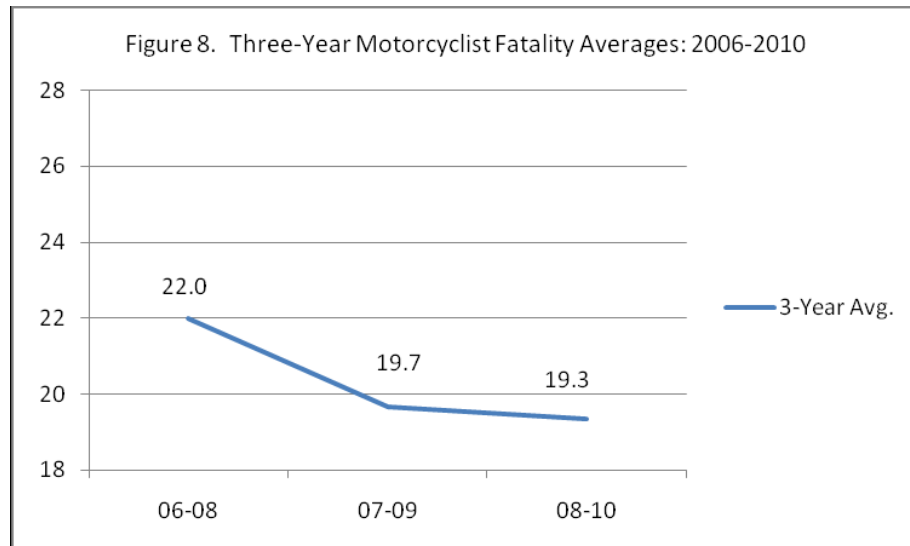
- A total of 33 individuals were killed in 2010 as a result of traffic crashes involving at least one speeding driver. This figure represents a 15.4% decrease from 2009.
- All speeding-related fatalities in 2010 were sustained by motor vehicle occupants; no pedestrians or pedalcyclists were killed in these traffic crashes.
- 69.7% of speeding-related fatalities occurred on rural roadways in 2010. Additionally, speeding-related fatalities per VMT were substantially higher in rural areas.

Figure 7. Three-Year Speeding-Related Fatality Averages: 2005 – 2009



## C7: Number of Motorcyclist Fatalities

### Key Observations



- Motorcycles were involved in only 2.9% of traffic crashes in 2010, but these accidents accounted for 19.3% of all fatalities.
- The number of motorcycle fatalities per 1000 registered motorcycles for 2010 (.411) is substantially greater than the 2009 rate (.255).
- 19 of the 27 motorcyclist fatalities recorded in 2010 were incurred by males.

## C8: Number of Unhelmeted Motorcyclist Fatalities

### Key Observations

- Of the 27 motorcyclist fatalities in 2010, 19 (70.4%) were sustained by unhelmeted occupants.
- 10 of the 19 unhelmeted motorcyclist fatalities recorded in 2010 were sustained by out-of-state motorcyclists.
- Males accounted for 13 of the 19 unhelmeted motorcyclist fatalities recorded in 2010.

## C9: Number of Drivers Age 20 or Younger Involved in Fatal Crashes

### Key Observations

- 22 drivers under the age of 21 were involved in a fatal traffic crash in 2010; this figure represents a 35.3% decline since 2006.
- The number of total crashes involving at least one driver under the age of 21 and the number of fatal crashes involving these drivers were both slightly higher in 2010 than in 2009.

Table 14. Drivers Under 21 Involved in Fatal Crashes: 2006-2010

	Drivers Under 21	Annual % Change
2006	34	-
2007	24	-29.4%
2008	22	-8.3%
2009	20	-9.1%
2010	22	+10.0%
		Total Change = -35.3%

## C10: Number of Pedestrian Fatalities

### Key Observations

- Since 2006, the number of annual pedestrian fatalities in South Dakota has fluctuated around an average of 7.4 fatalities per year; 9 were reported in 2010, up from 4 the previous year.
- As in 2008 and 2009, pedestrian injury outcomes were more dire in rural areas. While 13.9% of rural traffic crashes involving a pedestrian resulted in a pedestrian fatality, 5.3% of analogous urban crashes resulted in a pedestrian death (even though urban areas produced considerably more pedestrian-involved traffic crashes).

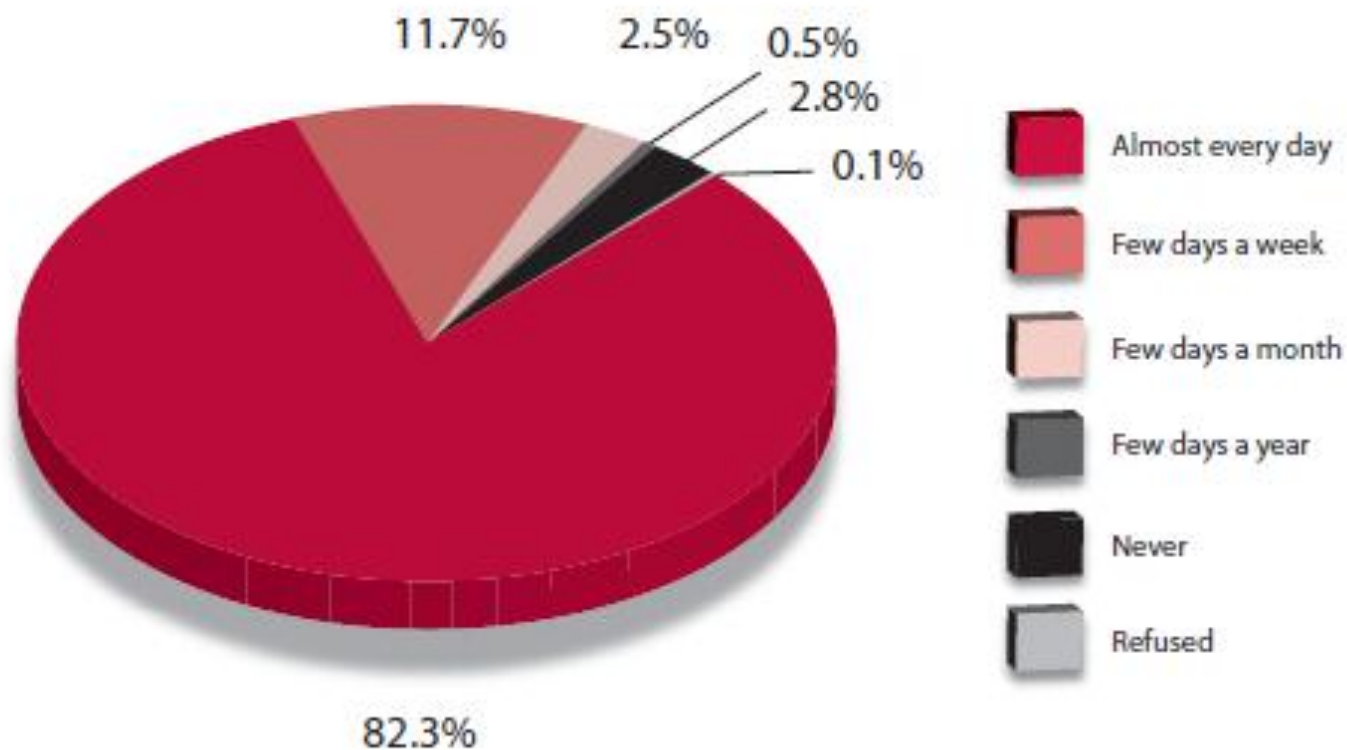


# South Dakota Department of Public Safety Driver Survey 2011

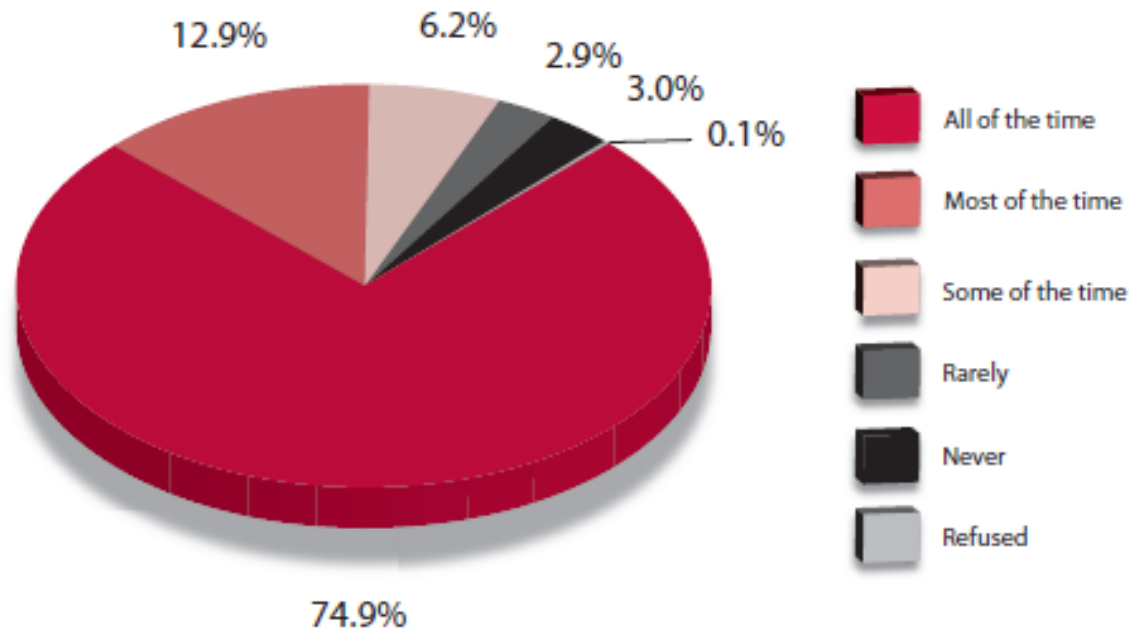
# Conducting the Survey

- Survey deployed from July 13-19, 2011
- 750 respondents, all licensed drivers or state ID card holders, aged 16 and over
- Same questions as our survey from 2010

## Q1: How often do you drive a motor vehicle?



## Q2: When driving, how often do you wear a seat belt?



# Seatbelts

**Q4. Does South Dakota have a law requiring seat belt use by adults?**

	n	%
Yes	685	91.3%
No	26	3.5%
Don't know	39	5.2%
Refused to answer	0	0%
(Total)	750	100.0%

**Q5. According to South Dakota law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?**

	n	%
Can stop just for seat belt violation	285	41.6%
Must observe another offense first	287	41.9%
Don't know	113	16.5%
(Total)	750	100%

# Seatbelts

**Q6a. In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation involving a child or infant but if no other traffic laws are being broken?**

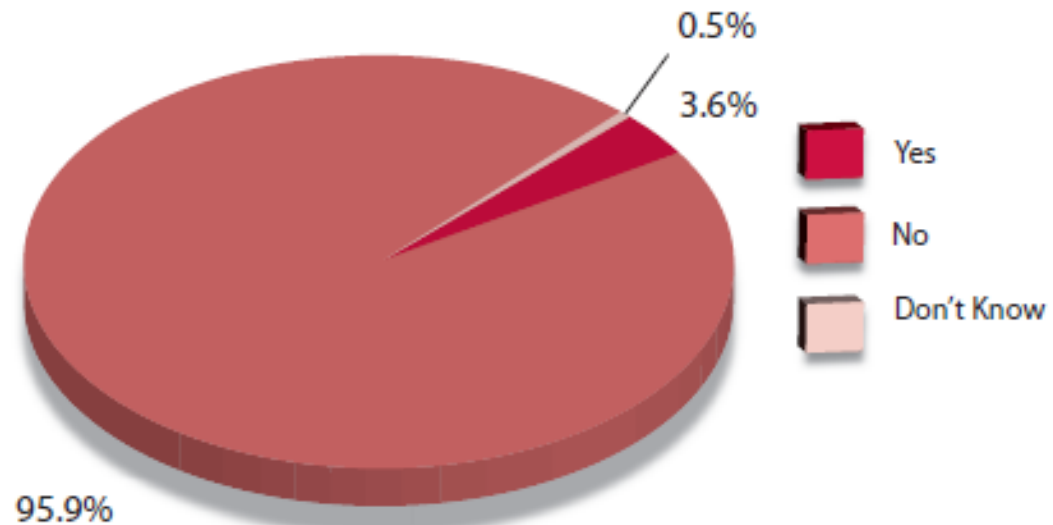
	n	%
Should be allowed to stop	666	88.8%
Should not be allowed to stop	58	7.7%
Don't know	25	3.3%
Refused to answer	1	0.1%
(Total)	750	99.9%

**Q6b. In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation by an adult but if no other traffic laws are being broken?**

	n	%
Should be allowed to stop	417	55.6%
Should not be allowed to stop	284	37.9%
Don't know	46	6.1%
(Total)	747	99.6%

# Seatbelts

Q8. Have you ever received a ticket for not wearing a seat belt?



# Seatbelts



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**Q9d. It is important for police to enforce seat belt laws.**

	n	%
<b><i>Net agree</i></b>	628	83.7%
Strongly agree	448	59.7%
Somewhat agree	180	24.0%
<b><i>Net disagree</i></b>	103	13.7%
Somewhat disagree	47	6.3%
Strongly disagree	56	7.5%
Don't know	19	2.5%
(Total)	750	100.0%

# Seatbelts

**Q10/Q11. On a local road with a speed limit of 30/65 mph, how often do you drive faster than 35/70 mph?**

	"30" / "35"		"65" / "70"	
	n	%	n	%
All of the time	20	2.7%	16	2.1%
Most of the time	42	5.6%	28	3.7%
Some of the time	159	21.2%	76	10.1%
Rarely	319	42.5%	308	41.1%
Never	210	28.0%	322	42.9%
(Total)	750	100.1%	750	99.9%

# Speeding

**Q12. When was the last time you drove more than 5 mph  
over the speed limit?**

	n	%
Within the past day	79	10.5%
Within the past week	114	15.2%
Within the past month	113	15.1%
Within the past year	107	14.3%
A year or more ago	151	20.1%
Don't know	98	13.1%
Never	88	11.7%
(Total)	750	100.0%

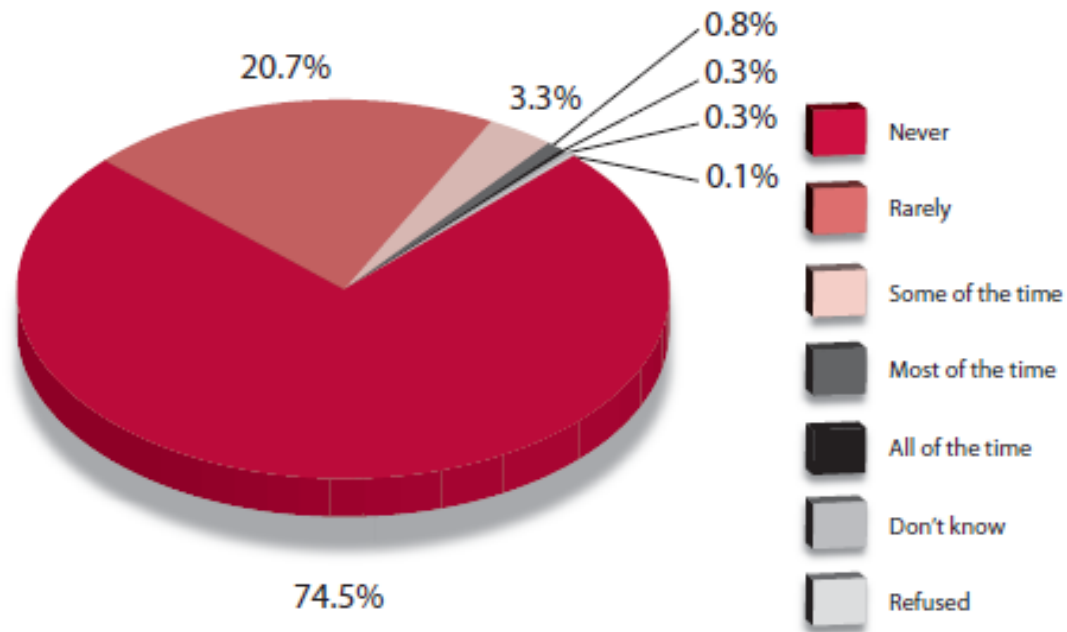
# Speeding

**Q14e/Q14f. In general, I believe the speed limits in South Dakota are too low/too high.**

	"...too low"		"...too high"	
	<b>n</b>	<b>%</b>	<b>n</b>	<b>%</b>
<b><i>Net agree</i></b>	105	14.0%	96	13.2%
Strongly agree	49	6.5%	40	5.3%
Somewhat agree	56	7.5%	56	7.5%
<b><i>Net disagree</i></b>	626	83.5%	638	85.1%
Somewhat disagree	233	31.1%	212	28.3%
Strongly disagree	393	52.4%	426	56.8%
Don't know	19	2.5%	16	2.1%
(Total)	750	100.0%	750	100.0%

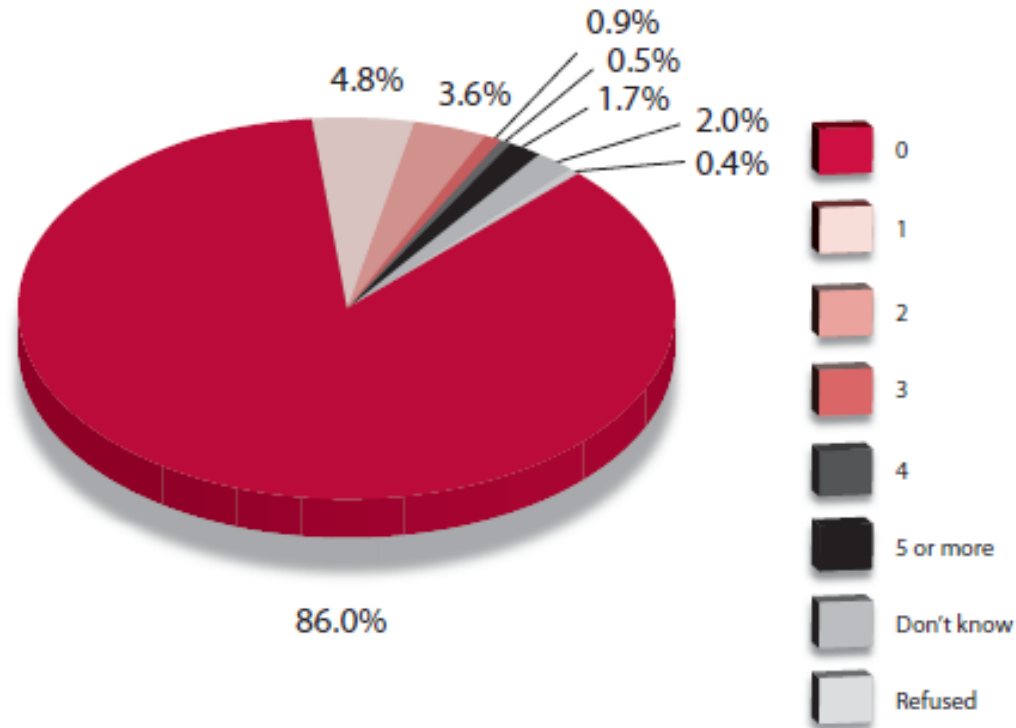
# Speeding

Q15: When driving, how often do you drive within  
2 hours after drinking alcoholic beverages?



# Impaired Driving

Q16: In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?



# Impaired Driving

2010

*Q20a and Q20b by Age Group*

	≤30	31-40	41-50	51-60	61-70	>70
Q20a. "I can still drive safely even if I have had 2 or 3 drinks." <i>(Agree)</i>	25.4%	25.0%	24.8%	23.0%	14.7%	11.3%
Q20b. "Driving within 2 hours after consuming alcohol increases the chance of an accident." <i>(Agree)</i>	92.1%	93.3%	87.2%	83.6%	79.7%	83.6%

2011

*Q20a and Q20b by Age Group*

	≤30	31- 40	41- 50	51- 60	61-70	>70
Q20a. "I can still drive safely even if I have had 2 or 3 drinks." <i>(Agree)</i>	31.6%	14.6%	16.5%	19.2%	20.3%	12.3%
Q20b. "Driving within 2 hours after consuming alcohol increases the chance of an accident." <i>(Agree)</i>	86.8%	92.7%	93.6%	87.4%	83.7%	86.2%

# Impaired Driving

**Q20c. Police in my community generally will not bother to make arrests for drunk driving.**

	n	%
<b><i>Net agree</i></b>	101	13.5%
Strongly agree	59	7.9%
Somewhat agree	42	5.6%
<b><i>Net disagree</i></b>	573	76.4%
Somewhat disagree	135	18.0%
Strongly disagree	438	58.4%
Don't know	76	10.1%
(Total)	750	100.0%

# Impaired Driving

Q20d. It is important for police to enforce drunk driving laws.

	n	%
<b>Net agree</b>	734	97.9%
Strongly agree	685	91.3%
Somewhat agree	49	6.5%
<b>Net disagree</b>	11	1.5%
Somewhat disagree	4	0.5%
Strongly disagree	7	0.9%
Don't know	5	0.7%
(Total)	750	99.9%

# Impaired Driving

**Q21a. The State of South Dakota should ban texting—or using a cell phone to send text messages—when driving.**

	n	%
<b><i>Net agree</i></b>	698	93.1%
Strongly agree	633	84.4%
Somewhat agree	65	8.7%
<b><i>Net disagree</i></b>	43	5.7%
Somewhat disagree	21	2.8%
Strongly disagree	22	2.9%
Don't know	9	1.2%
(Total)	750	100.0%

# Policy Questions

Q21b. The State of South Dakota should pass legislation that permits police officers to pull over and issue tickets to drivers who are using cell phone headsets while driving.

	n	%
<b><i>Net agree</i></b>	392	52.3%
Strongly agree	280	37.3%
Somewhat agree	112	14.9%
<b><i>Net disagree</i></b>	321	42.8%
Somewhat disagree	142	18.9%
Strongly disagree	179	23.9%
Don't know	37	4.9%
(Total)	750	100.0%

# Policy Questions

**Q21c. The State of South Dakota should require motorcycle riders to wear helmets while riding in the state.**

	n	%
<b><i>Net agree</i></b>	563	75.1%
Strongly agree	472	62.9%
Somewhat agree	91	12.1%
<b><i>Net disagree</i></b>	167	22.3%
Somewhat disagree	54	7.2%
Strongly disagree	113	15.1%
Don't know	20	2.7%
(Total)	750	100.0%

# Policy Questions

**Q21d. The State of South Dakota should increase its minimum driving age from 14 to 16 years.**

	n	%
<b><i>Net agree</i></b>	440	58.7%
Strongly agree	326	43.5%
Somewhat agree	114	15.2%
<b><i>Net disagree</i></b>	287	38.3%
Somewhat disagree	117	15.6%
Strongly disagree	170	22.7%
Don't know	23	3.1%
(Total)	750	100%

# Policy Questions

# Questions?

**Shane.Nordyke@usd.edu**

USD Government Research Bureau

605-677-6663